



KSHB-TV

ORDER

Flight Dates **10/30/12-11/06/12**

Contract / Revision **316197 /**
Original Date / Revision
 10/29/12 11/05/12
Advertiser **Nixon / Democrat / Govern**
Agency **Campaign Group**
Buying Contact
1600 Locust Street
Philadelphia, PA 19103

Product
Jay Nixon for Governor

Agency Com 15%
Billing Contact
1600 Locust Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **10.30-11.5**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-2
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
November 2012	89	\$38,738.75	\$45,575.00	0.00	10/29/12	11/06/12	89	\$38,738.75	\$45,575.00
Totals	89	\$38,738.75	\$45,575.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/30/12	11/05/12	NBC Action News at 5a NBC Action News at 5a	CM	5-6a	MTWTF--	:30	5	\$150.00	P-2	0.00 NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--		5			\$150.00			0.00		
N 2	KSHB	10/30/12	11/05/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	MTWTF--	:30	2	\$800.00	P-1	0.00 NM	2	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/30/12	11/05/12	MTWTF--		2			\$800.00			0.00		
N 3	KSHB	10/30/12	11/05/12	Mon 7-9p Mon 7-9p	CM	7-9p	M-----	:30	1	\$4,500.00	P-1	0.00 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>		
Week:		10/30/12	11/05/12	M-----		1			\$4,500.00			0.00		



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Contract / Revision **316197** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 11/05/12

Order Sep 00:20:00

Advertiser **Nixon / Democrat / Governor** Product **Jay Nixon for Governor**

Estimate # **10.30-11.5**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 4	KSHB	10/30/12	11/05/12	Tuesday Prime C Tuesday Prime C	CM	9-10p	- T - - - -	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	- T - - - -					1	\$1,500.00		0.00			
N 5	KSHB	10/30/12	11/05/12	Wednesday Prime B Wednesday Prime B	CM	8-9p	- - W - - -	:30	1	\$1,000.00	P-2	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	- - W - - -					1	\$1,000.00		0.00			
N 6	KSHB	10/30/12	11/05/12	M-F Late News M-F Late News	CM	10-1035p	MTWTF - -	:30	1	\$1,300.00	P-1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF - -					1	\$1,300.00		0.00			
N 7	KSHB	10/30/12	11/05/12	Today Show Today Show	CM	7-9a	MTWTF - -	:30	2	\$750.00	FX	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF - -					2	\$750.00		0.00			
N 8	KSHB	10/30/12	11/05/12	Nightly News Nightly News	CM	530-6p	MTWTF - -	:30	1	\$1,800.00	P-1	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF - -					1	\$1,800.00		0.00			
N 9	KSHB	10/30/12	11/05/12	M-F 630-7p M-F 630-7p	CM	630-7p	MTWTF - -	:30	5	\$1,100.00	P-2	0.00	NM	5	\$5,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF - -					5	\$1,100.00		0.00			
N 10	KSHB	10/30/12	11/05/12	M-F 1035-1135p Tonight Show	CM	1035-1135p	MTWTF - -	:30	5	\$300.00	P-2	0.00	NM	5	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF - -					5	\$300.00		0.00			
N 11	KSHB	10/30/12	11/05/12	NFL PreGame FNIA Football Night in America	CM	6p-715p	- - - - - S	:30	1	\$1,500.00	P-2	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	- - - - - S					1	\$1,500.00		0.00			
N 12	KSHB	10/30/12	11/05/12	NFL Game NFL Game	CM	7-1030p NFL Game	- - - - - S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	- - - - - S					1	\$4,500.00		0.00			
N 13	KSHB	10/30/12	11/05/12	Today Show II Today Show II	CM	9-10a	MTWTF - -	:30	3	\$300.00	P-1	0.00	NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF - -					3	\$300.00		0.00			
N 14	KSHB	10/30/12	11/05/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF - -	:30	5	\$175.00	P-2	0.00	NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF - -					5	\$175.00		0.00			
N 15	KSHB	10/30/12	11/05/12	M-F 11a-12p M-F 11a-12p	CM	11a-12p	MTWTF - -	:30	5	\$150.00	P-2	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF - -					5	\$150.00		0.00			
N 16	KSHB	10/30/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF - -	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF - -					5	\$100.00		0.00			



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Contract / Revision **316197** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 11/05/12

Order Sep 00:20:00

Advertiser **Nixon / Democrat / Governor** Product **Jay Nixon for Governor**

Estimate # **10.30-11.5**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 16	KSHB	10/30/12	11/05/12	M-F 1-2p M-F 1-2p	CM	1-2p	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					5	\$100.00		0.00			
N 17	KSHB	10/30/12	11/05/12	M-F 3-4p Jeff Probst show	CM	3-4p	MTWTF--	:30	5	\$250.00	P-2	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					5	\$250.00		0.00			
N 18	KSHB	10/30/12	11/04/12	M-F 4-430p Jeopardy	CM	4-430p	-TWTF--	:30	5	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-TWTF--					5	\$350.00		0.00			
N 19	KSHB	10/30/12	11/04/12	M-F 430-5p Action News @ 430PM	CM	430-5p	-TWTF--	:30	5	\$325.00	P-2	0.00	NM	5	\$1,625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-TWTF--					5	\$325.00		0.00			
N 20	KSHB	10/30/12	11/04/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	-TWTF--	:30	2	\$600.00	P-1	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-TWTF--					2	\$600.00		0.00			
N 21	KSHB	10/30/12	11/05/12	NBC Action News at 6a NBC Action News at 6a	CM	6-7a	MTWTF--	:30	4	\$550.00	P-1	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					4	\$550.00		0.00			
N 22	KSHB	10/30/12	11/05/12	Sa 630-7p Sa 630-7p	CM	630-7p	-----S-	:30	1	\$500.00	P-2	0.00	NM	3	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-----S-					1	\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSHB	10/30/12-11/05/12		Sa 630-7p		630-7p	-----Sa--	:30		(\$500.00)		0.00	NM		
See MG 22.2,22.3,22.4															
[Sports Late-Run]															
2	KSHB	11/06/12-11/06/12		NBC Action News at 6a		6-7a	-T-----	:30		\$750.00		0.00	NM		
Ⓜ MG for 30.1,22.1															
3	KSHB	11/06/12-11/06/12		M-F 1-2p		1-2p	-T-----	:30		\$100.00		0.00	NM		
Ⓜ MG for 30.1,22.1															
4	KSHB	11/06/12-11/06/12		M-F 1-2p		1-2p	-T-----	:30		\$100.00		0.00	NM		
Ⓜ MG for 30.1,22.1															
N 23	KSHB	10/30/12	11/05/12	Tuesday Prime A Tuesday Prime A	CM	7-8p	-T-----	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	-T-----					1	\$2,000.00		0.00			
N 24	KSHB	10/30/12	11/05/12	M-F 1135p-1235a M-F 1135p-1235a	CM	1135p-1235a	MTWTF--	:30	5	\$125.00	P-2	0.00	NM	5	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					5	\$125.00		0.00			
N 25	KSHB	10/30/12	11/05/12	M-F 1235-105a M-F 1235-105a	CM	1235-105a	MTWTF--	:30	5	\$50.00	P-2	0.00	NM	5	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/30/12	11/05/12	MTWTF--					5	\$50.00		0.00			
N 26	KSHB	10/30/12	11/05/12		CM	1030p-12a	-----S-	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00



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Contract / Revision **316197** Flight Dates **10/30/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/29/12/ 11/05/12

Order Sep 00:20:00

Advertiser **Nixon / Democrat / Governor** Product **Jay Nixon for Governor**

Estimate # **10.30-11.5**

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
				Sa 1030p-12a												
				Saturday Night Live												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	-----S-					1	\$750.00		0.00				
N 27	KSHB	10/30/12	11/04/12	Sa 8-10a	CM	8a-10a	-----S-	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00	
				Sa 8-10am												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	-----S-					1	\$250.00		0.00				
N 28	KSHB	10/30/12	11/04/12	Sun 8-9a	CM	8-9a	-----S	:30	1	\$250.00	P-1	0.00	NM	1	\$250.00	
				Sun 8-9a												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	-----S					1	\$250.00		0.00				
N 29	KSHB	10/30/12	11/05/12	M-F 12-1p	CM	12-1p	MTWTF--	:30	5	\$100.00	P-2	0.00	NM	5	\$500.00	
				M-F 12-1p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	MTWTF--					5	\$100.00		0.00				
N 30	KSHB	10/30/12	11/05/12	NBC Action News at 6p Sa	CM	6-630p	-----S-	:30	1	\$450.00	P-1	0.00	NM	0	\$0.00	
				Sa 6-630p												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	-----S-					1	\$450.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>			
1	KSHB	10/30/12-11/05/12		NBC Action News at 6p Sa	6-630p		-----Sa--	:30		(\$450.00)		0.00	NM			
See MG 22.2,22.3,22.4																
[Sports Late-Run]																
N 31	KSHB	10/30/12	11/05/12	Su Late News	CM	Late News Su	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00	
				Late News Su												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	-----S					1	\$800.00		0.00				
N 32	KSHB	10/30/12	11/05/12	Friday Prime B	CM	8-9p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00	
				Friday Prime B												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/30/12	11/05/12	----F--					1	\$1,200.00		0.00				
Totals														89	\$45,575.00	